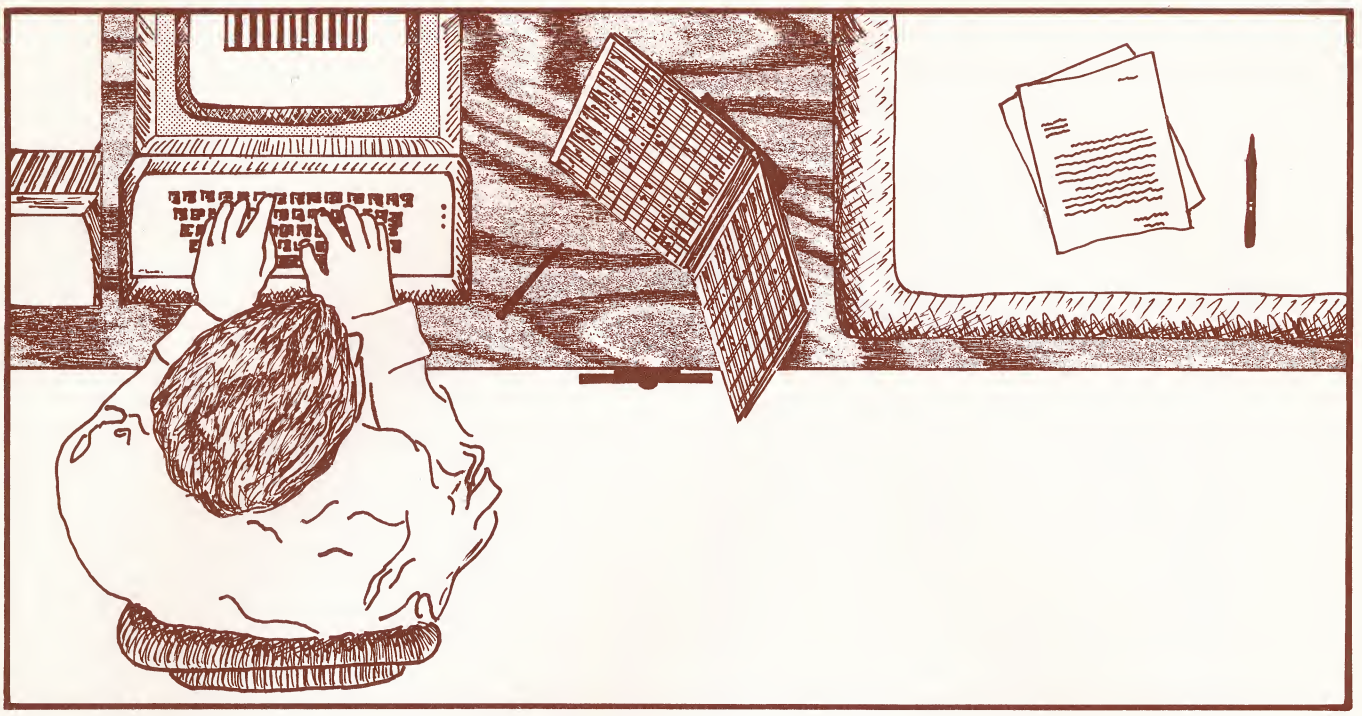
JUNE 80

DESKTOP/PLAN — A Programming Language for ANalysis



. . . everyone TALKS about FINANCIAL ANALYSIS on a desktop computer

DESKTOP/PLAN is the software tool that makes it practical to develop your own CUSTOMIZED . . .

STRATEGIC PLAN ANALYSIS
BUDGET PLANNING SYSTEM
CAPITAL BUDGET PLANNING
CASHFLOW PLANNING
PRODUCT PRICING ANALYSIS
JOB DEVELOPMENT ESTIMATING
JOB COST ESTIMATING

PROFIT & LOSS PROJECTIONS
MANPOWER REQUIREMENTS PLANNING
SALARY/LABOR COST PLANNING
BALANCE SHEET PROJECTIONS
FINANCIAL REPORT PREPARATION
MAKE/BUY ANALYSIS
SALES FORECASTING

WITHOUT PROGRAMMING
AT A LOW ONE TIME COST

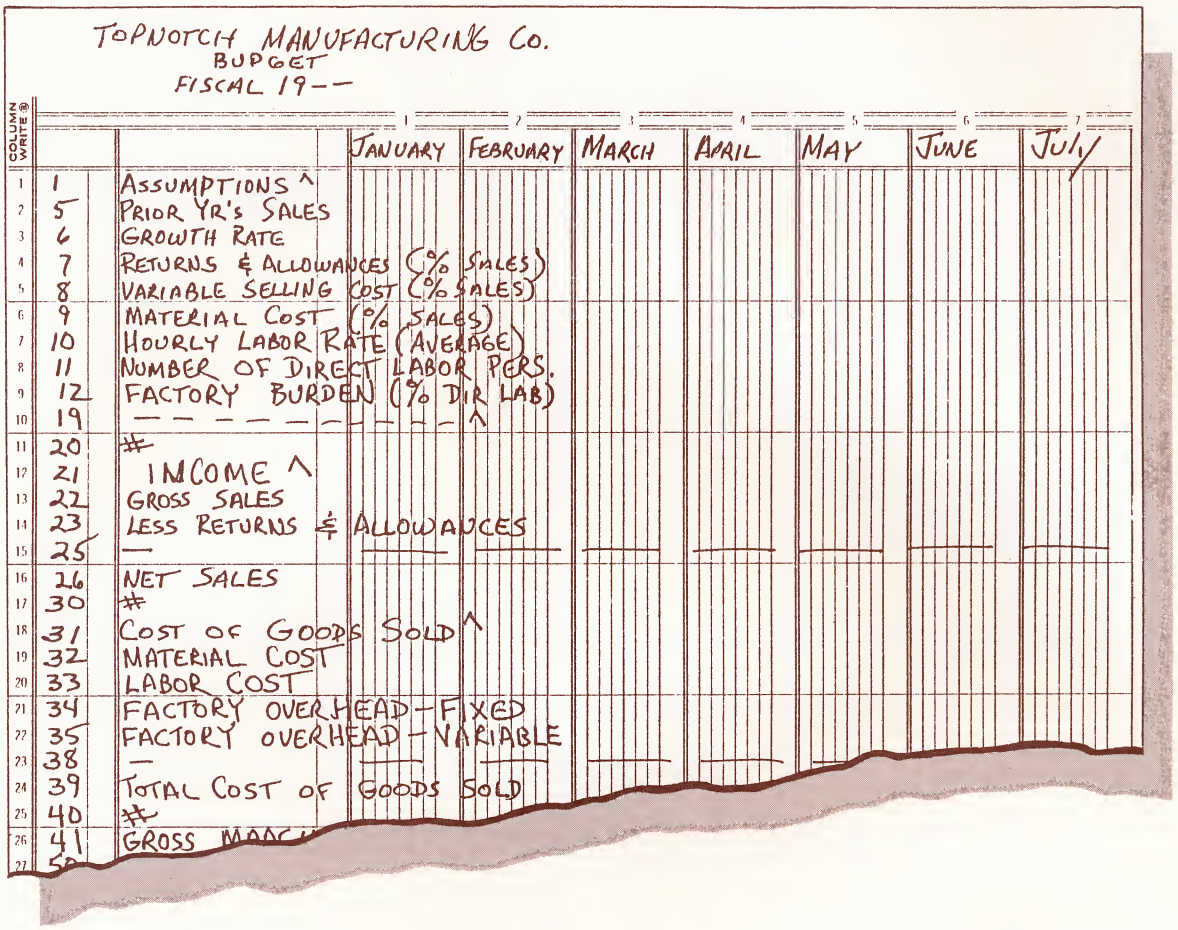
. . . software to make people more productive . . .

a software product of
DESKTOP COMPUTERS
Santa Barbara, California

REPORT SPECIFICATIONS

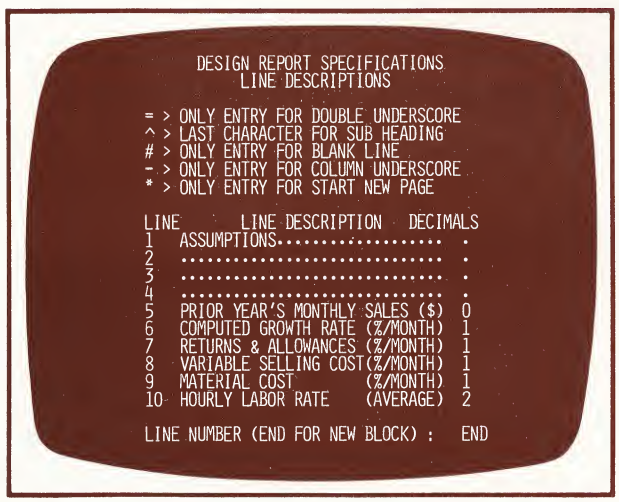
STEP ONE

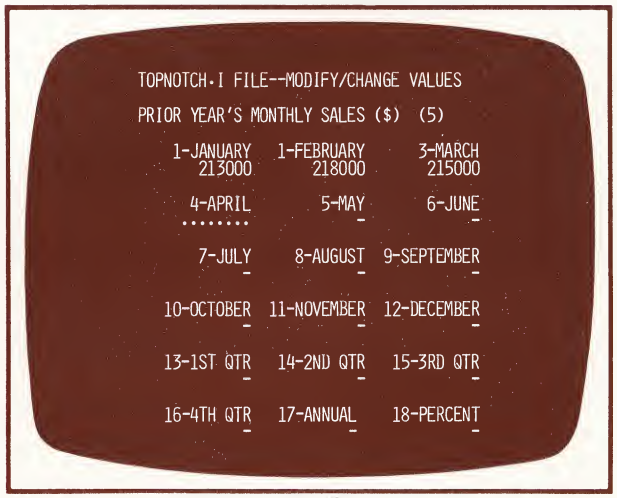
Report heading, column heading, line descriptions, line numbers, and format codes are written on a worksheet such as a columnar pad.



STEP TWO

DESKTOP/PLAN then "prompts" for the information from the worksheet. After the specifications are entered a "blank" report may be printed to use as a Planning Values Input Worksheet.





STEP FOUR

DESKTOP/PLAN then "prompts" for the Planning Values. A report may then be printed to visually verify the accuracy of input.

PLANNING VALUES

STEP THREE

The Planning Values are written on the Input Worksheet.

TOPNOTCH MANUFACTURING COMPANY
ANNUAL BUDGET
FISCAL 1980

SEPTEMBER 1, 1979
PAGE 2

INPUT WORKSHEET		JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ASSUMPTIONS							
PRIOR YEAR'S MONTHLY SALES ($)	(5)	221000	221500	224000	227000	230000	228000
COMPUTED GROWTH RATE (%/MONTH)	(6)						
RETURNS & ALLOWANCES (%/MONTH)	(7)						
VARIABLE SALES COST (%/MONTH)	(8)						
MATERIAL COST (%/SALES)	(9)						
HOURLY LABOR RATE (AVERAGE)	(10)						
NUMBER-DIRECT LABOR PERSONNEL	(11)						
FACTOR BURDEN (% DIRECT LABOR)	(12)						
INCOME							
GROSS SALES	(22)						
LESS RETURNS & ALLOWANCES	(23)						
NET SALES	(26)						
COST OF GOODS SOLD							
MATERIAL COST	(32)						
LABOR COST	(33)						
FACTORY OVERHEAD-FIXED	(34)						
FACTORY OVERHEAD-VARIABLE	(35)						
TOTAL COST OF GOODS SOLD	(39)						
GROSS MARGIN	(41)						
OPERATING EXPENSES							
SELLING							

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INPUT WORKSHEET		JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
ASSUMPTIONS							
PRIOR YEAR'S MONTHLY SALES ($)	(5)	213000	218000	215000	217000	223000	226000
COMPUTED GROWTH RATE (%/MONTH)	(6)	-	-	-	-	-	-
RETURNS & ALLOWANCES (%/MONTH)	(7)	2.0	-	-	-	-	-
VARIABLE SALES COST (%/MONTH)	(8)	7.0	-	-	-	-	-
MATERIAL COST (%/SALES)	(9)	47.5	-	-	-	-	-
HOURLY LABOR RATE (AVERAGE)	(10)	7.25	-	-	-	-	-
NUMBER-DIRECT LABOR PERSONNEL	(11)	20	-	-	-	-	-
FACTOR BURDEN (% DIRECT LABOR)	(12)	30.5	-	-	-	-	-
INCOME							
GROSS SALES	(22)	225000	-	-	-	-	-
LESS RETURNS & ALLOWANCES	(23)	-	-	-	-	-	-
NET SALES	(26)	-	-	-	-	-	-
COST OF GOODS SOLD							
MATERIAL COST	(32)	-	-	-	-	-	-
LABOR COST	(33)	-	-	-	-	-	-
FACTORY OVERHEAD-FIXED	(34)	3100	-	-	-	-	3300 -
FACTORY OVERHEAD-VARIABLE	(35)	-	-	-	-	-	-
TOTAL COST OF GOODS SOLD	(39)	-	-	-	-	-	-
GROSS MARGIN	(41)	-	-	-	-		
OPERATING EXPENSES							
SELLING	(52)	4300 -					
MARKETING	(53)	7900					
GENERAL & ADMINISTRATIVE							

STEP SIX

The Calculation Rules are entered by selecting the appropriate rules from a "menu" and responding to "prompts" from DESKTOP/PLAN.

```
DESKTOP/PLAN
ENTER, REVIEW, MODIFY RULES

1. ENTER RULES
2. INSERT ADDITIONAL RULE
3. DELETE AN EXISTING RULE
4. DISPLAY AND OR CHANGE A RULE
5. PRINT THE RULES
6. SAVE THE RULES FILE

NUMBER OF RULES CURRENTLY IN FILE = 23

TYPE 'END' TO RETURN TO MENU
ENTER NUMBER FOR FUNCTION DESIRED ...
```

```
DESKTOP/PLAN
ENTER RULE NUMBER : 24

DATA GENERATION
  1-EXTEND LINES
  2-FILL A COLUMN
  3-INTERPOLATE LINE
  4-COMPUTE GRO RATE
  5-GROW A LINE
  6-ZERO A LINE
  7-COPY/SHIFT LINE

LINE ARITHMETIC
  8-ADD GROUP/LNS
  9-ADD 2 LINES
  10-SUBTRACT
  11-MULTIPLY
  12-DIVIDE
  13-PERCENT
  14-ACCUMULATE

SPECIAL
  21-CUSTOM RULE

COLUMN ARITHMETIC
  15-ADD GROUP COLS
  16-ADD 2 COLUMNS
  17-SUBTRACT
  18-MULTIPLY
  19-DIVIDE
  20-PERCENT

'END' TO RETURN TO MENU
ENTER NUMBER FOR RULE TYPE ...
```

STEP SEVEN

The Calculation Rules are executed on the Planning Values by DESKTOP/PLAN.

CALCULATION RULES

STEP FIVE
Calculation Rules are written in English on a blank sheet of paper.

CALCULATION RULES FOR TOPNOTCH

DATA GENERATION

1 EXTEND/FILL LINES 99 thru 100, COL's 1 THRU 18
2 COMPUTE GROWTH RATE OF LINE 5, SAVE IN LINE 6, COLS 1 THRU 12
3 EXTEND/FILL LINES 6 THRU 12, COLS 1–12
4 EXTEND/FILL LINE 34 COLS 1–12
5 EXTEND/FILL LINES 52 THRU 57, COLS 1-12
6 DIVIDE LINE 7 BY LINE 100 SAVE IN 77 "
7 DIVIDE LINE 8 BY LINE 100 SAVE IN 78 "
8 DIVIDE LINE 9 BY LINE 100 SAVE IN 79 "
9 MULTIPLY LINE 10 BY LINE 99 SAVE IN 80 "
10 DIVIDE LINE 12 BY LINE 100 SAVE IN 82 "
11 GROW LINE 22 BY LINE 6 "

LINE ARITHMETIC

12 MULTIPLY LINE 22 BY LINE 77 SAVE IN LINE 23, COLS 1–12
13 SUBTRACT LINE 23 FROM LINE 22 SAVE IN LINE 26 "
14 MULTIPLY LINE 22 BY LINE 79 SAVE IN LINE 32 "
15 MULTIPLY LINE 11 BY LINE 80 SAVE IN LINE 33 "
16 MULTIPLY LINE 33 BY LINE 82 SAVE IN LINE 35 "
17 ADD LINE 32 THRU LINE 35 SAVE IN LINE 39 "
18 SUBTRACT LINE 39 FROM LINE 26 SAVE IN LINE 41 "
19 MULTIPLY LINE 26 BY LINE 78 SAVE IN LINE 78 "
20 ADD LINE 78 TO LINE 52 SAVE IN LINE 52 "
21 ADD LINE 52 TO LINE 57 SAVE IN LINE 59 "
22 SUBTRACT LINE 59 FROM LINE 41 SAVE IN LINE 65 "

COLUMN ARITHMETIC

23 ADD COLUMNS
24 ADD COLUMNS

STEP EIGHT
DESKTOP/PLAN prints the reports specified.

```
ENTER A RULE
9-ADD TWO LINES

LINES
  1-FIRST LINE                52.
  2-LAST LINE                 78.
  3-LINE TO SAVE RESULTS      52.

COLUMNS
  4-FIRST COLUMN              1..
  5-LAST COLUMN               12.

THIS RULE IS NUMBERED   24

IS THE ABOVE OK?
```

```
DESKTOP/PLAN
PRINT REPORTS

PRINT THE LINE NUMBERS (Y/N)  Y

FIRST LINE TO PRINT  1
LAST  LINE TO PRINT  65

FIRST COLUMN TO PRINT  1
LAST  COLUMN TO PRINT  12

NUMBER OF 'MODEL' COLUMNS PER PAGE  6

STOP AT END OF EVERY PAGE  Y

'RUN' DESCRIPTION

COMPUTATIONS ON BASE CASE.....

READY PAPER IN PRINTER
IS THE ABOVE OK ?  Y
```

STEP NINE
The model may be re-executed as many times as necessary to test varying assumptions by changing Planning Values.

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PAGE 1

COMPUTATIONS ON BASE CASE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
ASSUMPTIONS						
PRIOR YEAR'S MONTHLY SALES ($) (5)	213000	218000	215000	217000	223000	226000
COMPUTED GROWTH RATE (%/MONTH) (6)	.6	.6	.6	.6	.6	.6
RETURNS & ALLOWANCES (%/MONTH) (7)	2.0	2.0	2.0	2.0	2.0	2.0
VARIABLE SALES COST (%/MONTH) (8)	7.0	7.0	7.0	7.0	7.0	7.0
MATERIAL COST (%/SALES) (9)	47.5	47.5	47.5	47.5	47.5	47.5
HOURLY LABOR RATE (AVERAGE) (10)	7.25	7.25	7.25	7.25	7.25	7.25
NUMBER-DIRECT LABOR PERSONNEL (11)	20	20	20	20	20	20
FACTOR BURDEN (% DIRECT LABOR) (12)	30.50	30.50	30.50	30.50	30.50	30.50
INCOME						
GROSS SALES						
LESS RETURNS & ALLOWAN						
NET SALES						
COST OF GOODS SOL						
MATERIAL COST						
LABOR COST						
FACTORY OVERHEAD-FIXED						
FACTORY OVERHEAD-VARIA						
TOTAL COST OF GOODS SO						
GROSS MARGIN						
OPERATING EXPENSE						
SELLING						
MARKETING						
GENERAL & ADMINISTRATI						
ENGINEERING & DEVELOPM						
RENT						
COMMUNICATIONS & UTILI						
TOTAL OPERATING EX						
NET						

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COMPUTATIONS ON BASE CASE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
ASSUMPTIONS						
PRIOR YEAR'S MONTHLY SALES ($) (5)	221000	221500	224000	227000	230000	228000
COMPUTED GROWTH RATE (%/MONTH) (6)	.6	.6	.6	.6	.6	.6
RETURNS & ALLOWANCES (%/MONTH) (7)	2.0	2.0	2.0	2.0	2.0	2.0
VARIABLE SALES COST (%/MONTH) (8)	7.0	7.0	7.0	7.0	7.0	7.0
MATERIAL COST (%/SALES) (9)	47.5	47.5	47.5	47.5	47.5	47.5
HOURLY LABOR RATE (AVERAGE) (10)	7.25	7.25	7.25	7.25	7.25	7.25
NUMBER-DIRECT LABOR PERSONNEL (11)	20	20	20	20	20	20
FACTOR BURDEN (% DIRECT LABOR) (12)	30.50	30.50	30.50	30.50	30.50	30.50
INCOME						
GROSS SALES (22)	233362	234785	236217	237658	239108	240567
LESS RETURNS & ALLOWANC						
NET SALES						
COST OF GOODS SOLD						
MATERIAL COST						
LABOR COST						
FACTORY OVERHEAD-FIXED						
FACTORY OVERHEAD-VARIAB						
TOTAL COST OF GOODS SOL						
GROSS MARGIN						
OPERATING EXPENSES						
SELLING						
MARKETING						
GENERAL & ADMINISTRATIV						
ENGINEERING & DEVELOPME						
RENT						
COMMUNICATIONS & UTILIT						
TOTAL OPERATING EXPE						
NET PRO						

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COMPUTATIONS ON BASE CASE		1ST QTR TOTAL	2ND QTR TOTAL	3RD QTR TOTAL	4TH QTR TOTAL	ANNUAL TOTAL	PERCENT NET SALES
INCOME							
GROSS SALES	(22)	2792452	691630	704364	717333	4905779	102.0
LESS RETURNS & ALLOWANCES	(23)	55849	13833	14087	14347	98116	2.0
NET SALES	(26)	2736603	677797	690277	702986	4807663	100.0
COST OF GOODS SOLD							
MATERIAL COST	(32)	1326415	328524	334573	340733	2330245	48.5
LABOR COST	(33)	306240	76560	76560	76560	535920	11.1
FACTORY OVERHEAD-FIXED	(34)	38600	9500	9900	9900	67900	1.4
FACTORY OVERHEAD-VARIABLE	(35)	93403	23351	23351	23351	163456	3.4
TOTAL COST OF GOODS SOLD	(39)	1764658	437935	444384	450544	3097521	64.4
GROSS MARGIN	(41)	971945	239862	245893	252442	1710143	35.6
OPERATING EXPENSES							
SELLING	(52)	243162	60346	61219	62109	426836	8.9
MARKETING	(53)	94800	23700	23700	23700	165900	3.5
GENERAL & ADMINISTRATIVE	(54)	148800	37200	37200	37200	260400	5.4
ENGINEERING & DEVELOPMENT	(55)	115800	28950	28950	28950	202650	4.2
RENT	(56)	36000	9000	9000	9000	63000	1.3
COMMUNICATIONS & UTILITIES	(57)	19800	4950	4950	4950	34650	.7
TOTAL OPERATING EXPENSES	(59)	658362	164146	165019	165909	1153436	24.0
NET PROFIT BEFORE TAXES	(65)	313583	75716	80874	86533	556706	11.6

TYPICAL REPORT/ANALYSIS DEVELOPED & PRODUCED BY DESKTOP/PLAN

DESKTOP/PLAN — A Programming Language for ANalysis

FEATURES

- **REPORTS**
  - —Results of Calculations may be reviewed before printing
  - —1 to 18 columns/time periods
  - —Multiple Report Formats
  - — Multiple copies
  - —Selective printing of model results
- **STANDARD CALCULATIONS PROVIDED**
  - —Data Generation
  - --Line Arithmetic
  - —Column Arithmetic
  - —User Developed Routines may be Incorporated
- **CONSOLIDATION**
  - —Multi-location sub-models easily summarized
  - —Multi-division/department submodel transfers to master model
- **MODEL CHANGES**
  - —Data
  - —Report Formats
  - —Calculations

  Easily entered to model
- **MODEL FILE BACKUP**

a software product of

DESKTOP COMPUTERS

Santa Barbara, California

BENEFITS

COST

- Low Cost Mass Produced Software
- Operates on Very Low Priced Hardware
- No Continuing Time/Rental Costs

SECURITY of Planning Information

- Planning Data stored on diskettes Remains in possession of planner
- "Outsiders" such as DP professionals need not be involved

EASE OF USE

- No prior computer knowledge required
- Totally interactive
- Functions selected from "menu"
- User "prompted" for

  Planning Data
  Report Format & Text
  Calculation Requirements

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